



Brand Guidelines

Brand Values

I wanted my brand values to represent who I am as a person as ultimately I want to show my personality and who I am through my work.

I always value and strive to be professional and creative when it comes to the work that i do and i show determination when it comes to making sure everything i do is to the highest of standards. In my life family is something I value as they have given me the opportunity to succeed in what i do today.

Determined

Creative

Professional

Loyalty

Family

Tone of Voice

My Brand's tone of voice aims to replicate how i express myself as a person. Being open and friendly is a must for the brand, showing any clients that i would be easy to work with and to consult with.

The brand's tone of voice should also be expressive and yet professional at the same time, showing how i will produce high quality work to a business standard for my clients.



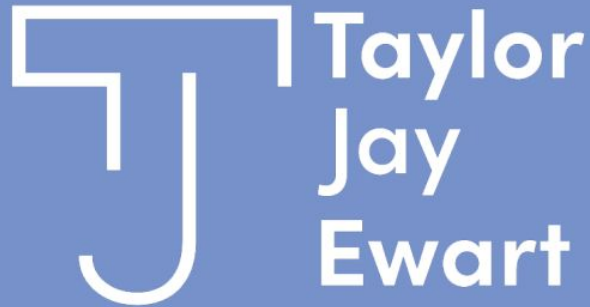
Wordmark

After initially creating my personal brands logomark i wanted to pair it with a thicker style of typography and after searching through a range of different options i settled on using Sofia Pro Bold.

This font compliments with the thicker lines of the logomark and both elements when put together creating more of a combination mark instead.

Aa Sofia Pro Bold

**Taylor
Jay
Ewart**



Logomark

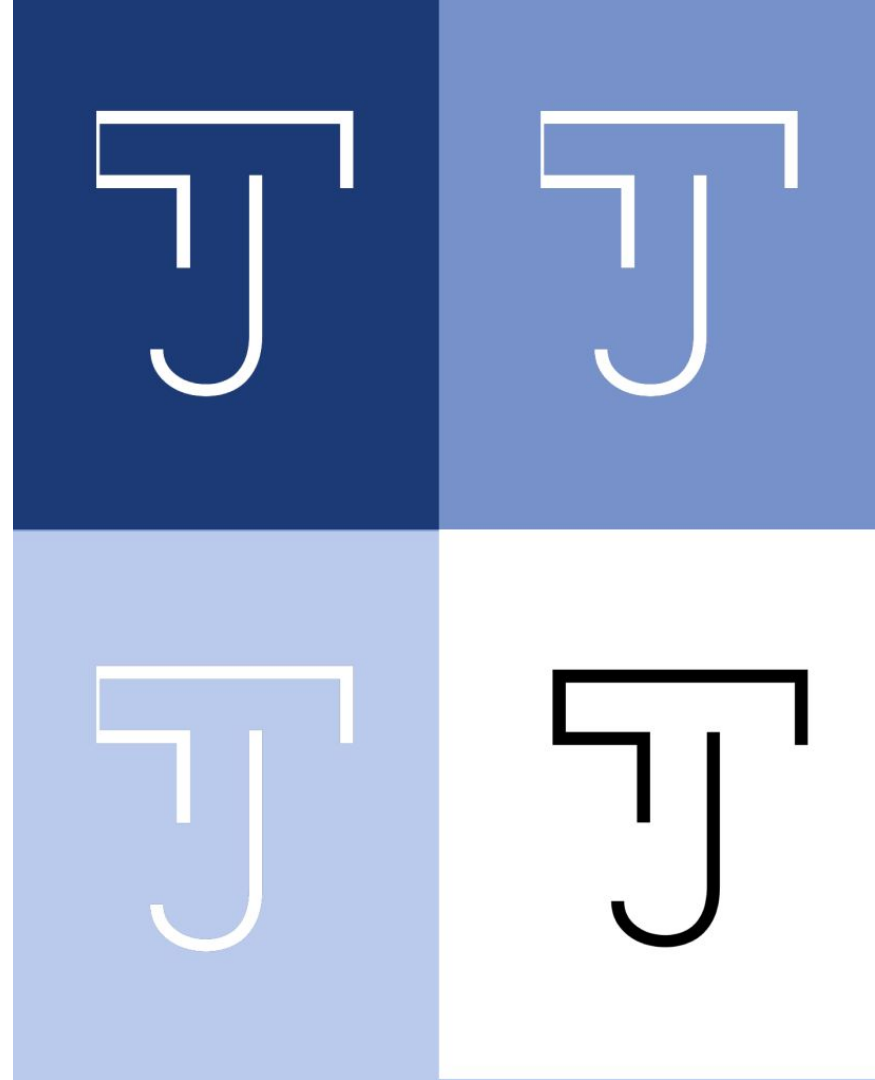
The Logomark aims to visually combine 2 of my initials T.J together and form one solid shape that displays both of the letters.

The Logo allows any client to visually see an example of some of work and my thought process. When combined with the wordmark it makes a consistent and eye catching combination mark that perfectly expresses me as a designer

Colour Palette

The Brand's main colours is the combination of royal navy blue and white. This allows the combination mark to stand out on any company branding, making it identifiable for any potential clients.

The Brand also uses secondary colours of two different shades of light blue which is used to compliment the navy blue and also white which is used when the combination mark is black.



Brand Application

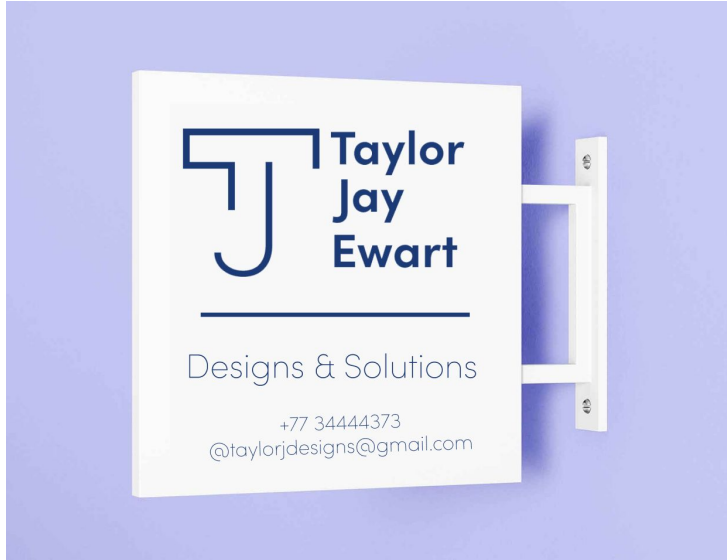


Business Card



Mailing Tube

Brand Application



Wall Sign



Loyalty Card